

ORDER



Orders
Order / Rev: 184702
Alt Order #:
Product Desc: SEIU/AFSCME
Estimate: 1636
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 09/07/12 / 09/10/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/SEIU/AFSCME
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: PREEMPTIBLE
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	31	\$54,150.00	\$46,027.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	31	\$54,150.00	\$46,027.50	0.00
Totals	31	\$54,150.00	\$46,027.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KMGH	09/18/12	09/24/12	6-7A News M-F/KMGH	CA	6A-7A	MTWTF--	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$600.00		0.00			
2	KMGH	09/18/12	09/24/12	GMA M-F 7-9A / KMGH	CA	7A-9A	MTWTF--	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$700.00		0.00			
4	KMGH	09/22/12	09/22/12	7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
				7-9a Sat Morning News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S-		1				\$600.00		0.00			
6	KMGH	09/23/12	09/23/12	7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				7A-8A SUN MORN NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S		1				\$500.00		0.00			
7	KMGH	09/18/12	09/24/12	The View	CA	10A-11A	MTWTF--	:30	2	\$700.00	P3	0.00	NM	2	\$1,400.00
				THE VIEW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$700.00		0.00			
8	KMGH	09/18/12	09/24/12	11A-12P News/KMGH	CA	11A-12P	MTWTF--	:30	2	\$600.00	P1	0.00	NM	2	\$1,200.00
				11A-12P News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$600.00		0.00			

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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9	KMGH	09/23/12	09/23/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$550.00	P1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	-----S		1				\$550.00		0.00			
10	KMGH	09/18/12	09/24/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm	MTWTF--	:30	4	\$550.00	P3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		4				\$550.00		0.00			
12	KMGH	09/18/12	09/24/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	MTWTF--	:30	2	\$650.00	P1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		2				\$650.00		0.00			
13	KMGH	09/18/12	09/24/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	MTWTF--	:30	2	\$900.00	P3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		2				\$900.00		0.00			
14	KMGH	09/22/12	09/22/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	1	\$550.00	P2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	-----S-		1				\$550.00		0.00			
15	KMGH	09/23/12	09/23/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	-----S		1				\$750.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KMGH	09/18/12-09/24/12	5pm News Sunday See MG 15.2 [program change emmy's red carpet 5-6p KA 8/24]		5P-6P	-----Su	:30		(\$750.00)		0.00	NM		
	2	KMGH	09/18/12-09/24/12	10P NEWS - SAT Ⓜ MG for 15.1 09/23		10P-1037P	-----Sa--	:30		\$750.00		0.00	NM		
16	KMGH	09/18/12	09/24/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	MTWTF--	:30	3	\$2,000.00	P2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		3				\$2,000.00		0.00			
17	KMGH	09/18/12	09/24/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	MTWTF--	:30	2	\$1,800.00	P2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		2				\$1,800.00		0.00			
18	KMGH	09/24/12	09/24/12	ABC Mon A Dancing With The Stars	CA	7P-9P	M-----	:30	1	\$12,100.00	P1	0.00	NM	1	\$12,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	M-----		1				\$12,100.00		0.00			
19	KMGH	09/19/12	09/19/12	Modern Family (only) MODERN FAMILY	CA	8P-830P	--W----	:30	1	\$4,000.00	P2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	--W----		1				\$4,000.00		0.00			
20	KMGH	09/20/12	09/20/12	ABC Thurs C ABC Thurs C	CA	9P-10P	---T---	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	---T---		1				\$5,000.00		0.00			
22	KMGH	09/18/12	09/24/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	MTWTF-S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF-S		1				\$2,000.00		0.00			
24	KMGH	09/23/12	09/23/12	ABC Prime Time Emmys Prime Time Emmys	CA	7P-10P	-----S	:30	1	\$8,000.00	P1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	-----S		1				\$8,000.00		0.00			

